The lecture notes for week 11 is related to Data Ethics. Firstly, Ethics is the social rules and share value about right or wrong which is not stated in law. On top of it, Computer Ethics is part of the ethics only focus on computing user. It emphasizes the decisions made by the user should be under social conduct. Moreover, Professor James Moor propose the approach of computer ethics should rule under policies and law. Secondly, Data Ethics focus on big data and analytics where not covered by general moral codes. Data ethics highlight the personal data’s should be conduct under recommended process. Example of Informed Consent and Data Ownership discuss the details of an experiment, voluntarily agree and right of withdraw must be informed before any process. However, the individual’s data in most of the time belongs to the companies that collect it. Therefore, Right to Privacy declare individual should take control of the data as data is about them. And the original privacy terms should remain unchanged even the company gone bankruptcy.

Privacy is the second part discovered in the lecture. In order to create value and avoiding the potential harm balance between collecting, linking, and analyzing should be considered. Therefore, rules about acceptancy, anonymity and privacy boundaries should be defined. Moreover, the rule of privacy should be changed with new technology. Secondly, the difference between collect and use in data privacy, is privacy should be informed when data is used, while collection is a prerequisite for use. However, sometimes is reasonable to collect data without using, such as monitoring. And the privacy loss is the main result of losing control over personal data.

Lastly, data ethic includes the privacy issue in mobile application and website. In nowadays, many apps requesting permissions of the user which is not needed for their functionality. Moreover, digital footprint would be leave in online transactions, where identifiable information, such as address, name, location, and health status is recorded to reveal individuals identity.